



PRESS RELEASE - FOR IMMEDIATE RELEASE

## Summit reveals Digital Signage retail evolution and the rise of programmatic in DooH

*Compelling content and record crowds ensure conference is a success*

**MUNICH, 14 JULY 2017:** DSS Europe 2017 delivered on its promise to provide a business roadmap for the international Digital Signage and DooH industry as record numbers of delegates attended the two-day conference and expo in Germany.

Attendance at DSS Europe, the first to be held at the ICM - *Internationales Congress Center München*, was the highest in its 11-year history. Almost 700 attendees came to the conference and expo representing an increase of 53% on the 2016 edition.

The conference, comprised of keynotes, presentations and panels, explored Digital Signage and Retail Experiences alongside DooH and Smart Cities. The twin-track programme provided delegates with exclusive market intelligence on new products and technologies and their application in real world strategic business scenarios.

At the forefront of the debate was the key role Digital Signage will play in the evolution of the 'bricks and mortar' store and how retail businesses might engage with the consumer in light of digital competition. For the DooH conference track the inevitable rise of programmatic was the dominant theme throughout the sessions chaired by Channel Media's Editor-in-Chief Bob Snyder.

Florian Rotberg, DSS Europe Chairman and Invidis Consulting Managing Director, commented: "Attendees got a real sense of the way forward - the challenges and the opportunities. For retail we are looking at integrated, holistic solutions, engaging customers in innovative and flexible ways. Digital Signage will be right at the heart of the

in-store offering whether it's being used to deliver information, storytelling or entertainment.

He continued: "With the coming together of content, big data, and programmatic we will see the transformation of the Digital out of Home marketplace. The result of this will be the increased personalisation of Digital Signage in this sector."

A highlight of DSS Europe included the Evening Event (sponsored by InfoComm International) and Awards which took place at the close of the first day of the conference. The awards were given to three companies in each category, as follows: - **Displays (DACH)**: 1. Samsung Electronics GmbH; 2. NEC Display Solutions Europe GmbH; 3. LG Electronics Deutschland GmbH. **Software (DACH)**: 1. Grassfish Marketing Technologies GmbH. 2. mdt Medientechnik GmbH; 3. Pichler Medientechnik /easescreen **Integrator (Germany)**: 1. Xplace; 2. CANCOM; 3. T-Systems. International. Integrator (Austria): 1. feratel media technologies; 2. DMS Digitale Mediensysteme; 3. Pichler Medientechnik. **Integrator (Switzerland)**: 1. JLS Digital; 2. Westiform Holding; 3. ScreenFOODnet.

A busy show floor adjacent to the conference area ensured that over 30 sponsors and exhibitors were able to make the most of the benefits of the extended DSS Europe opening hours and the new venue were able to offer.

Mike Blackman, Integrated Systems Events Managing Director commented: "The largest numbers of attendees, exhibitors and sponsors have ensured that DSS Europe remains a key destination for the Digital Signage community. I am very pleased that they have all enjoyed a very successful two days and would like to thank all of those who have supported it."

DSS Europe is a joint venture of invidis consulting and Integrated Systems Events, the producers of the Integrated Systems Europe exhibition.

Save the date: Digital Signage Summit ISE takes place on February 7<sup>th</sup> in Amsterdam.

Information on the Digital Signage Summit event series are available online, visit [www.digitalsignagesummit.org](http://www.digitalsignagesummit.org)

**Ends**

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**About Integrated Systems Events:**

Integrated Systems Events organises, manages and develops leading business-to-business events for the professional audiovisual, electronic systems integration and IT industries. Integrated Systems Events was established in 2003 as a joint venture of two trade associations CEDIA and InfoComm International, and has grown every year since. With employees engaged in sales, operations, marketing and content development across Europe, we are a truly international company with an international reach.

Our flagship event, Integrated Systems Europe, is the best-attended AV trade show anywhere in the world, attracting over 70,000 attendees and more than 1,100 exhibitors to its Amsterdam location every February. The yearly Smart Building Conference brings together the top thinkers in the residential and commercial “smart” industries. And we continue to expand - with our partner invidis consulting, we host successful Digital Signage Summits in Europe, the United States, Russia, the Middle East and Africa.

**About invidis consulting:**

invidis consulting GmbH is one of the leading European consulting companies for Digital Signage and Digital out of Home. invidis consulting has been operating in the market for more than nine years. Unlike other IT consultants, the company defines Digital Signage as a means of communication. From invidis consulting’s perspective, Digital Signage requires a communication strategy, a concept and the technology to match. The medium is therefore looked at holistically. invidis consulting is split into the areas: Consulting, Research and Communication & Events. For more information visit [www.invidis.de](http://www.invidis.de).

**About CEDIA®:**

CEDIA is the international trade association and central touch point for 3,700 member companies who design, manufacture, and install technology for the home. CEDIA is committed to helping members at every level set a pathway to prosperity by offering industry-leading education, training, and certification; delivering market intelligence through proprietary research; providing opportunities to foster community within the channel, and cultivating awareness with industry partners and consumers. CEDIA founded the largest annual residential technology show, now in its 27th year, and co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition. CEDIA members deliver technology solutions that allow people to have their best moments in life from the comfort of their own home. Life Lived Best at Home. To learn more about CEDIA, visit [www.cedia.net](http://www.cedia.net).

**About InfoComm International®:**

InfoComm International is the trade association representing the professional audiovisual and information communications industries. Established in 1939, InfoComm has more than 5,000 members representing over 70,000 AV professionals worldwide, including manufacturers, dealers and distributors, systems integrators, independent consultants,

live events companies, content producers, and end users from more than 80 countries. The association's training, certification, and standards programs are the benchmark of excellence for AV professionals, while its market intelligence informs business decisions daily. InfoComm International is the founder of InfoComm, the largest exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Asia, Latin America, and the Middle East. Find out more at [www.infocomm.org](http://www.infocomm.org).